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~~1948~~

CHRYSANTHEMUMS

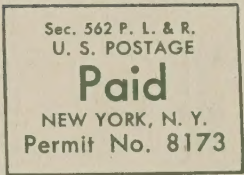
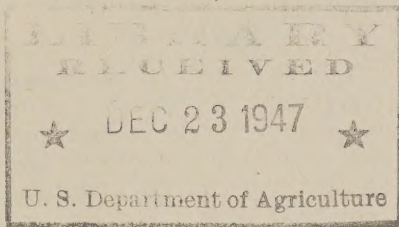
Preliminary Offering

Fred C.

~~Gloeckner~~
&
Company,
Incorporated

15 EAST 26th STREET

NEW YORK 10, N. Y.



LIBRARIAN

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WASHINGTON 25, D.C.

Preliminary offering of available varieties of
CHRYSANTHEMUM CUTTINGS
for 1948 delivery

Our more complete
CHRYSANTHEMUM MANUAL
will be mailed to you as soon as possible



15 EAST 26th ST. *at Madison Square* NEW YORK 10, N. Y.

Seeds ————— *Plants* ————— *Bulbs*

LARGE FLOWERING VARIETIES

YELLOW			WHITE		
	Matures	Price Rooted Per 100		Matures	Price Rooted Per 100
Golden October	Oct. 10	\$ 4.75	Smith's Early White.....	Oct. 5	\$ 3.75
Celestra	Oct. 15	4.00	Quaker Maid	Oct. 15	3.75
Mrs. H. E. Kidder.....	Oct. 20	4.00	Silver Sheen	Oct. 18	3.75
Yellow Ambassador	Oct. 23	4.25	Christina	Oct. 20	4.00
Sunglow	Oct. 25	4.00	Ambassador	Oct. 23	4.25
Golden Glory	Nov. 1	4.25	Albatross	Nov. 1	4.25
Yellow Turner	Nov. 5	4.50	Snow White	Nov. 1	3.75
Indianapolis Yellow	Nov. 8	4.50	William Turner	Nov. 5	4.50
Cardonia	Nov. 10	3.75	Indianapolis White	Nov. 8	4.50
Yellow Queen	Nov. 10	8.00	Jean Elizabeth	Nov. 12	5.00
Imp. Honeydew	Nov. 15	4.25	Monument	Nov. 15	4.00
Yellow Monument	Nov. 15	4.00	Mefo	Nov. 20	4.25
Marie DePetris	Nov. 23	4.00	White Frick	Nov. 25	5.00
Sun Gold	Nov. 25	4.25	White Mistletoe	Dec. 10	4.00
Golden Pearson	Nov. 25	3.75	Smith's Late White.....	Dec. 15	4.25
Golden Mistletoe	Dec. 10	4.00			
Improved Tobin's Late Yellow.....	Dec. 15	4.25			
BRONZE			PINK		
Indianola	Oct. 10	\$ 4.25	Pink Chief	Oct. 15	\$ 4.25
Hilda Bergen	Oct. 25	4.25	October Rose	Oct. 15	4.00
Ivanhoe	Nov. 1	6.00	Major Ed. Bowes.....	Oct. 20	4.50
Indianapolis Bronze	Nov. 8	4.50	J. W. Prince.....	Nov. 5	3.75
Bronze Orchid Queen.....	Nov. 12	5.00	Indianapolis Pink	Nov. 8	4.50
Gladys Pearson	Nov. 25	3.75	Dark Pink Orchid Queen.....	Nov. 12	7.00
Oak Leaf	Nov. 25	3.75	Orchid Queen	Nov. 12	5.00
Bronze Frick	Nov. 25	5.00	Thanksgiving Pink	Nov. 23	3.75
Bronze Mistletoe	Dec. 10	4.00	Helen Frick	Nov. 25	4.50
			Distinction	Nov. 25	4.25
			Edwin Seidewitz	Nov. 30	3.75
			Pink Mistletoe	Nov. 10	4.00
			RED		
			Mrs. David F. Roy.....	Nov. 10	\$ 4.75
			Garnet King	Nov. 18	5.00

Preliminary Offering of Chrysanthemums

POMPON AND DECORATIVE VARIETIES

YELLOW		Price Rooted Per 100	WHITE		Price Rooted Per 100
	Matures			Matures	
Rodell Improved	Oct. 20	\$ 3.75	White Jewell	Oct. 15	\$ 4.00
Gold Coast	Oct. 25	6.00	*Silver Ball	Oct. 15	3.75
*Golden Herald	Oct. 25	4.25	Minong	Oct. 20	3.75
Yellow Dot	Oct. 25	4.00	Pinocchio	Oct. 25	6.00
Yellow Arcadia	Oct. 28	4.00	Arcadia	Oct. 28	4.00
Yellow Sea Gull	Nov. 1	3.75	Sea Gull	Nov. 1	3.75
Barcarole	Nov. 5	5.00	*White Doty	Nov. 1	4.00
Constellation	Nov. 5	8.00	Vesper	Nov. 10	5.00
Nuggets	Nov. 5	3.75	Pearl	Nov. 20	3.75
Yellow Bushnell	Nov. 8	4.50	Seafoam	Nov. 20	4.00
Pixie	Nov. 10	4.00	Priscilla	Nov. 28	5.00
Princeton	Nov. 15	4.25	*White Yuletide	Nov. 28	3.75
Tally-Ho	Nov. 15	8.00	Royal Queen	Dec. 5	3.75
Yellow Fellow	Nov. 15	4.50	Cameo	Dec. 5	4.25
Sunnyside	Nov. 25	5.00	Snow	Dec. 30	3.75
Yellow Cameo	Dec. 5	6.00	Revelation	Jan. 5	5.00
December Gold	Dec. 15	4.50			
*Vibrant	Dec. 20	4.25			
Yellow Snow	Dec. 30	3.75			
PINK			BRONZE		
Jewell	Oct. 15	\$ 4.00	Roman Bronze	Oct. 20	\$ 4.25
Dark Pink Jewell	Oct. 15	4.50	Adelaide	Oct. 23	4.75
Caroline Yosick	Oct. 20	7.00	*Jemima	Oct. 23	4.50
Pink Pearl	Oct. 20	4.75	Fire Bird	Oct. 25	4.50
Capt. Cook	Oct. 20	4.25	Red Rust	Nov. 5	7.00
Jessie	Oct. 25	4.00	Seneca	Nov. 5	8.00
Pink Dot	Oct. 25	4.00	Bronze Bulkeley	Nov. 8	4.50
*Lillian Doty	Nov. 1	4.00	Cassandra	Nov. 10	4.25
Dark Pink Bulkeley	Nov. 8	4.50	*Bronze Masterpiece	Nov. 15	3.75
Mrs. Morgan G. Bulkeley	Nov. 8	4.50	Catherine	Nov. 20	3.75
*Thyra	Nov. 10	4.00	Legal Tender	Nov. 20	3.75
*Masterpiece	Nov. 15	3.75			
Uneeda	Nov. 25	3.75			
Usona	Nov. 25	5.00			
Pink Treasure Island	Dec. 20	5.00			
			RED		
			Red Princeton	Nov. 15	\$ 4.25
			*Responds to Disbudding		

SINGLE-DAISY TYPE VARIETIES

YELLOW		Price Rooted Per 100	PINK		Price Rooted Per 100
	Matures			Matures	
Yellow Daisy	Nov. 1	\$ 4.25	October Pink	Oct. 28	\$ 4.75
*Golden Jane	Nov. 30	4.00	W. H. Buckingham	Nov. 3	4.25
WHITE					
*White Mensa	Nov. 10	\$ 3.75	Brocade	Nov. 15	7.00
Yukon	Dec. 10	3.75	Hasegawa Pink	Nov. 25	3.75
BRONZE					
October Bronze	Oct. 28	\$ 4.75	*Valencia	Nov. 30	3.75
Bronze Buckingham	Nov. 3	4.25	*Dark Pink Valencia	Nov. 30	3.75
Sylvanna	Nov. 10	4.00			
*Apricot Valencia	Nov. 30	4.00			
*Jane	Nov. 30	3.75			
			RED		
			Red Daisy	Nov. 5	\$ 4.75
			Bittersweet	Nov. 8	5.00
			*Carnelia	Nov. 30	5.50
			*Responds to Disbudding		

Minimum order 50 cuttings of a variety.

Reserve at once all varieties you know you will require, — to receive preference at Shipping time and

Chrysanthemum Cuttings for 1948

ANEMONE FLOWERED VARIETIES

YELLOW			Price Rooted Per 100	BRONZE			Price Rooted Per 100
	Matures				Matures		
Sunray	Nov. 10		\$ 3.75	Yolanda	Nov. 25		\$ 3.75
*Susanne Miller	Nov. 18		3.75				
*Yellow Rolinda	Nov. 23		3.75				
*Yellow Supreme	Dec. 10		3.75				
Yellow Graza Supreme	Dec. 15		4.75				
WHITE				PINK			
Blanche	Nov. 1		\$ 4.25	Orchid Beauty	Nov. 15		\$ 3.75
*White Anemone	Nov. 5		4.50	*Freida	Nov. 15		4.00
*Little America	Nov. 10		3.75	*Norma	Nov. 18		3.75
*White Freida	Nov. 15		4.00	*Dark Pink Norma	Nov. 18		3.75
*White Norma	Nov. 18		3.75	*Beautiful Lady	Nov. 25		4.00
*Long Island Beauty	Nov. 20		3.75	Anemone Valencia	Nov. 28		8.00
*White Supreme	Dec. 10		3.75	Enchantress	Dec. 5		3.75
Garza Supreme	Dec. 15		4.75	*Dark Pink Supreme	Dec. 10		3.75
				RED			
				*The Titan	Nov. 10		\$ 4.00
				*Red Rolinda	Nov. 23		3.75
				*Responds to Disbudding			

POT PLANT VARIETIES

YELLOW			Price Rooted Per 100	WHITE			Price Rooted Per 100
	Matures				Matures		
Early Yellow	Sept. 15		\$ 4.75	White Jewell	Oct. 15		\$ 4.00
Rodell Improved	Oct. 20		3.75	Minong	Oct. 20		3.75
Mrs. H. E. Kidder	Oct. 20		4.00	Christina	Oct. 20		4.00
Sunglow	Oct. 25		4.00	Granite State	Oct. 25		6.00
Golden Glory	Nov. 1		4.25	Snow White	Nov. 1		3.75
Indianapolis Yellow	Nov. 8		4.50	Indianapolis White	Nov. 8		4.50
Cardonia	Nov. 10		3.75	Richard Mandel	Nov. 10		3.75
Yellow Beauty	Nov. 10		4.00	Little America	Nov. 10		3.75
Sunray	Nov. 15		3.75	Long Island Beauty	Nov. 20		3.75
Yellow Fellow	Nov. 15		4.50	White Frick	Nov. 25		5.00
Bonnafton DeLuxe	Nov. 20		3.75				
Marie De Petris	Nov. 23		4.50				
Yellow Rolinda	Nov. 23		3.75				
Sun Gold	Nov. 25		4.25				
PINK				BRONZE and RED			
Jewell	Oct. 15		\$ 4.00	Early Bronze	Sept. 15		\$ 4.75
Indianapolis Pink	Nov. 8		4.50	Indianola	Oct. 10		4.25
Thyra	Nov. 10		4.00	Hilda Bergen	Oct. 25		4.25
Queen or Pinks	Nov. 10		3.75	Indianapolis Bronze	Nov. 8		4.50
Masterpiece	Nov. 15		3.75	Bronze Masterpiece	Nov. 15		3.75
Helen Frick	Nov. 25		4.50	Gypsy	Nov. 15		3.75
Beautiful Lady	Nov. 25		4.00	Garnet King	Nov. 18		5.00
				Legal Tender	Nov. 20		3.75
				Red Rolinda	Nov. 23		3.75
				Bronze Frick	Nov. 25		5.00

HARDY OR GARDEN VARIETIES

YELLOW			Price Rooted Per 100	WHITE			Price Rooted Per 100
	Matures				Matures		
Early Yellow	Sept. 15		\$ 4.75	Jean Cumming	Sept. 20		\$ 5.50
Honey Comb	Sept. 25		8.00	Serenity	Oct. 5		4.25
King Midas	Sept. 30		4.00	Avalanche	Oct. 5		4.25
Rodell Improved	Oct. 20		3.75	White Jewell	Oct. 15		4.00
PINK				Silver Ball	Oct. 15		3.75
Early Wonder	Sept. 25		\$ 3.75				
Spellbound	Sept. 25		8.00				
Mrs. duPont	Oct. 5		4.00				
Lavender Lady	Oct. 8		4.00				
Allegro	Oct. 15		6.00				
Jewell	Oct. 15		4.00				
Dark Pink Jewell	Oct. 15		4.50				
				BRONZE and RED			
				Early Bronze	Sept. 15		\$ 4.75
				Burgundy	Oct. 5		4.00
				Ruby Pompon	Oct. 5		4.00
				Red Velvet	Oct. 8		4.00
				Aviator	Oct. 10		6.00

time and to be certain to get the varieties desired. State exact dates you want them shipped.

Constellation

A highly productive and dependable decorative yellow pompon. The normal flowering time is November 5, but the uniform response it gives to black cloth will make it a leading variety for early shading.

Rooted cuttings.....\$8.00 per 100

Honeycomb

An intense golden yellow pompon, small and perfectly formed. Flowering September 25, it is more vigorous and productive than its competitive Early Yellow or Pomponette. While a hardy variety, Honeycomb also shapes up well for pots.

Rooted cuttings.....\$8.00 per 100

Seneca

A decorative orange bronze pompon. It comes into flower November 5. Seneca looks to be one of the most reliable pompons for early shading, as it holds its color well and is a good producer.

Rooted cuttings.....\$8.00 per 100

Be sure to check with your copy of the 1948 *Gloeckner*

Chrysanthemum Manual (which will follow shortly)

for full descriptions of varieties and latest

complete cultural information.

New

INTRODUCTIONS

for 1948

Serenity

A hardy garden white daisy that may also be used as a pot plant. It resembles Pomponette. Serenity is showy, compact and bushy. Flowering period September 25.

Rooted cuttings.....\$8.00 per 100

Tally-Ho

Very similar to Princeton. A clear yellow and well-rounded hard pompon coming into bloom November 15.

Rooted cuttings.....\$8.00 per 100

Yellow Queen

The yellow sport of Orchid Queen coming into bloom November 10.

Rooted cuttings.....\$8.00 per 100

Spellbound

A lavender pink decorative pompon for the hardy garden or for pots. Blooms September 25. The flower is large and the plant has a compact bushy habit.

Rooted cuttings.....\$8.00 per 100